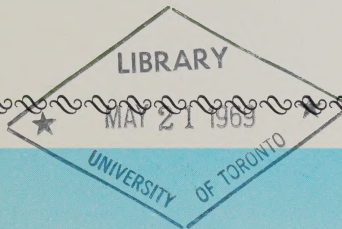


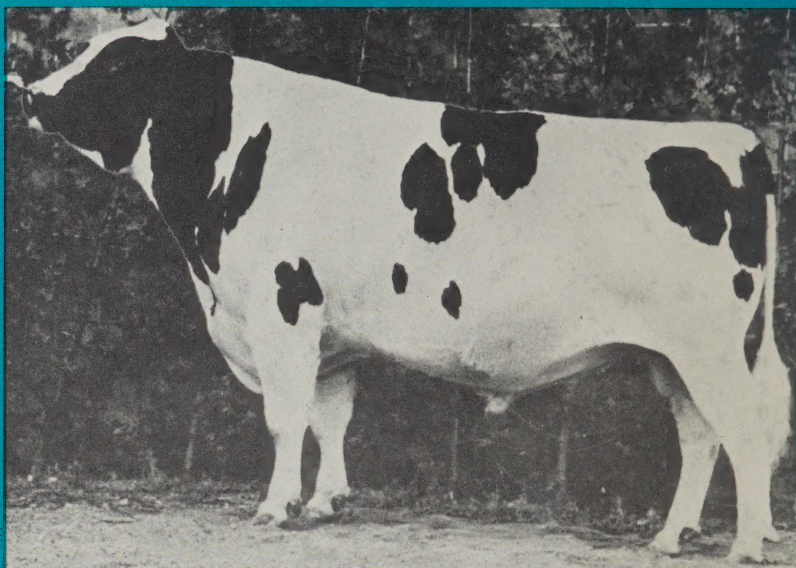
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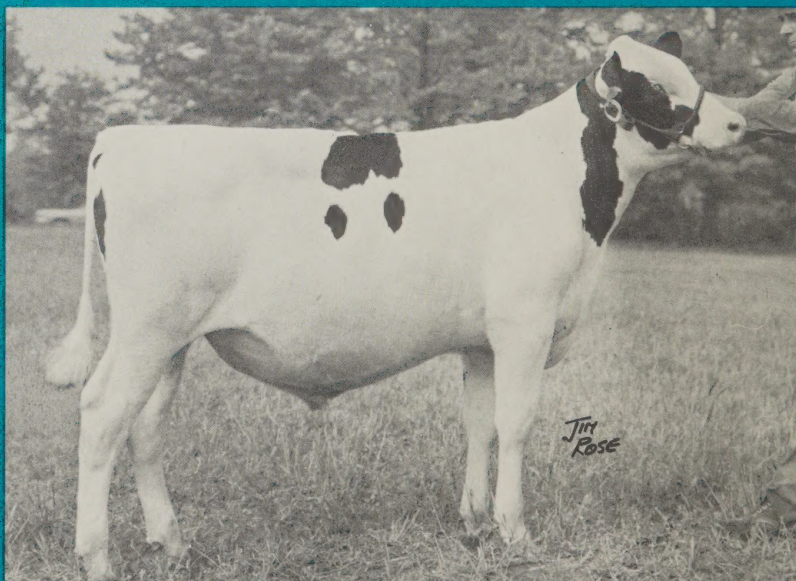
THE
CANADIAN

HOLSTEIN-FRIESIAN





Thornlea Texal Supreme shows the type characteristics which have made Canadian Holstein-Friesian dairy cattle accepted throughout the world.



This son of Thornlea Texal Supreme brought a world record auction price for a dairy animal — \$150,000 — at the All-Canadian Holstein Sale in Oakville, Ontario. He is Oak Ridges Supreme Progress.

HISTORY AND DEVELOPMENT

Holstein-Friesian cows first arrived in Canada in 1881. The last importation was from Holland — ancestral home of the breed — in 1905. Foundation cattle were selected for their large size and excellent milking qualities and Canadian breeders have been working ever since to improve these characteristics. The result is a large cow ideally weighing 1,500 pounds (675 kg) in milking condition and capable of heavy production. A mature bull should weigh 2,300 pounds (1,050 kg) and many reach 3,000 pounds (1,350 kg).

Canadian breeders have placed particular emphasis on the development of udders and Canadian Holsteins are noted for the shape, quality and attachment of the udder. The aim has been to develop a capacious udder that is not too deep so that it is less subject to injury.

So successful have Canadian breeders been that 80 per cent of all dairy cattle in Canada are now Holsteins. Other countries have been quick to take advantage of Canadian foundation animals, and breeding stock has been sold to 46 different countries.

An important factor in this world demand has been the health of the Canadian cattle. The rigorous winter climate tends to produce hardy indi-

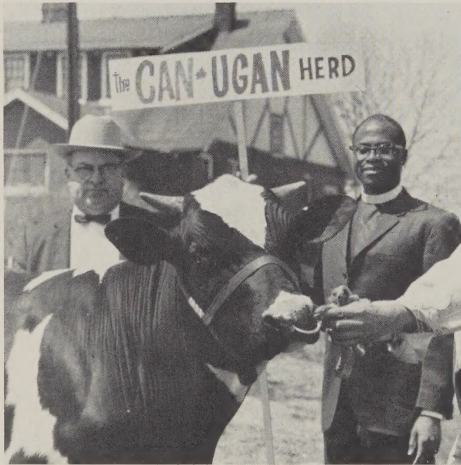
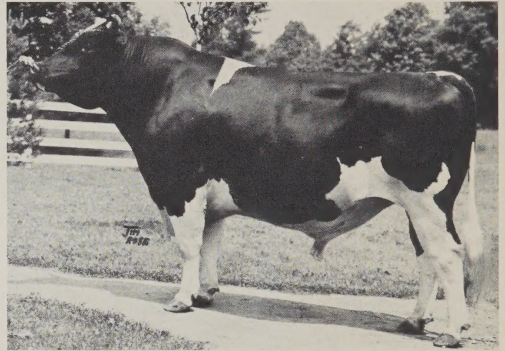


A get of ABC Reflection Sovereign — winners of the All-Canadian and All-American Get of Sire titles.

viduals and Canada's Department of Agriculture has long pursued a vigorous policy of disease eradication. The results are health standards second to none in the world.

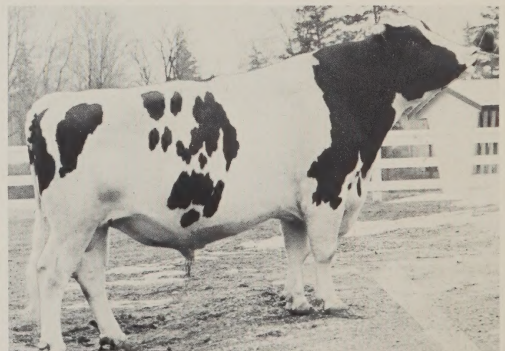
In discussing the progress of the Holstein-Friesian breed in Canada mention must be made of such sires as Johanna Rag Apple Pabst and ABC Reflection Sovereign—the latter considered by many to be the greatest Canadian sire of all time. The blood of these bulls, as well as others, is still in world-wide demand. The development of cow families such as the Abbekerk and Posch families, has given Canada's national herd the foundation material for a truly super breed.

Roybrook Telstar has been sold to the Federation of Agriculture Co-operative Societies of Hokkaido, Hokuren, Japan. Classified as Excellent, Telstar is line bred through both sire and dam to the famous Balsam Brae Pluto Sovereign, the All-Canadian aged cow of 1956, whose Excellent son, Roybrook Ace, is sire of Telstar.



A young bull, Oak Ridges Texal Flash, was one of a group of four purebred Holstein calves, three of them heifers, presented by the congregation of St. Matthews Anglican Church of Islington, Ontario, to the members of Iganga Parish, Uganda, Africa. At left is Tom Hays of Oakville, Ontario, who selected the cattle. The Rev. John Muniokane received the cattle on behalf of the parish.

Thames Crest Sovereign Supreme has been sold to Attilio Ladina, Cremona, Italy. His father is a Class Extra Sire, Almerson Sovereign Supreme, and his mother, an Excellent dam, has given 146,714 pounds (66,547.3 kg) of 3.75 per cent fat milk in six lactations on twice-a-day milking.



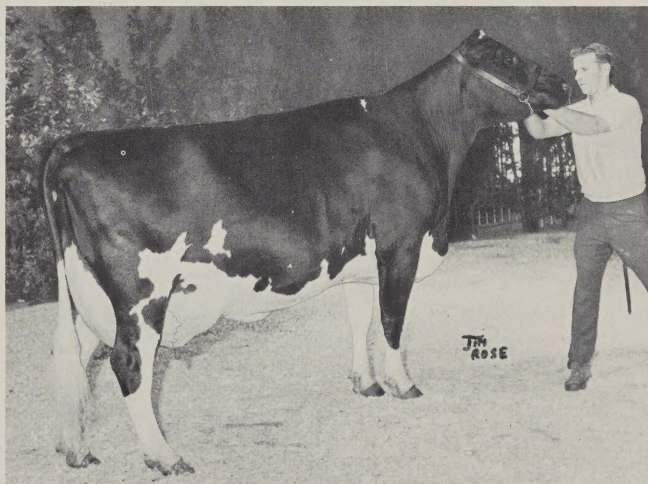
PLACE OF THE BREED IN CANADIAN DAIRYING

All current Canadian records for milk production are held by Holstein-Friesians. This milk producing ability has made them the most popular choice among breeders who supply the Canadian fluid milk market and, with the trend towards low fat milk, their popularity will increase. Breed association and government programs have led to a blending of type with production in the correct proportion so that "beauty and utility" is a fitting description of the breed.

The size and vigour of the breed have made it increasingly popular in dairy beef production. Rapid daily gain has made Holstein bull calves economic in veal production. Holstein steers have also been finding their place in beef feedlots in recent years.

In Canada the cattle are kept on a practical basis. When exported to other countries where heavier feeding practices are followed, large records have been made by Canadian-bred animals. A case in point is the 365-milking day world record for butterfat production over all ages and breeds of 1,866 pounds (847.1 kg) made by a Canadian Holstein owned in the United States. Fewer than a dozen Canadian Holsteins have been imported by South African breeders but these and their descendants have produced three South African production champions.

A six-year-old dairy cow, North Leeds Citation Girl, was sold for a world record price of \$43,000. She was Grand Champion at the Canadian National Exhibition in 1966 and 1965, and was Reserve All-Canadian each year.



CURRENT REGISTRATION AND GROWTH

The Holstein-Friesian Association of Canada was founded in 1884 and progress has been steady until today there are almost 14,000 active members with annual registrations totalling more than 90,000. Head office of the association is at Brantford, in the heart of southern Ontario, where 75 per cent of the membership is concentrated. In Canada there are 17,304 members of the four leading purebred dairy cattle associations of which 80 per cent are members of the Holstein-Friesian Association of Canada.

PERFORMANCE OF THE BREED



Cedelmar Reflection Bazel has been rated Excellent and twice nominated as All-Canadian Aged Cow. At six years for 365 days at twice daily milking she gave 32,622 pounds (14,797.1 kg) of milk and 1,260 pounds (571.5 kg) of butterfat for 3.86 per cent. Three times she has produced more than 30,000 pounds (13,607 kg) of milk in 365 days.

The Canadian Department of Agriculture operates a production testing system known as Record of Performance (ROP) for all purebred dairy cattle. Average production of all Holsteins on ROP during a recent testing year is as follows (it should be emphasized that these figures are for actual production, not mature average):

Average 305 Day Twice-a-Day Milking Production In Canadian Record of Performance

Average Age Years	Days	Milk	Fat	Per Cent Test
2	104	10,539 lbs. (4,784.7 kg)	391 lbs. (177.4 kg)	3.71
2	264	10,981 lbs. (4,985.3 kg)	409 lbs. (185.7 kg)	3.72
3	094	11,187 lbs. (5,078.8 kg)	419 lbs. (190.3 kg)	3.74
3	269	11,857 lbs. (5,383.1 kg)	445 lbs. (202.1 kg)	3.75
4	089	12,226 lbs. (5,550.6 kg)	457 lbs. (207.5 kg)	3.74
4	271	12,926 lbs. (5,867.4 kg)	485 lbs. (218.2 kg)	3.75
5	273	13,336 lbs. (6,054.5 kg)	500 lbs. (227.0 kg)	3.75
7	171	13,636 lbs. (6,190.7 kg)	508 lbs. (230.6 kg)	3.72
Average all Ages		12,380 lbs. (5,620.5 kg)	462 lbs. (209.7 kg)	3.73

Dairy Herd Improvement Association production testing programs, intended primarily for unregistered cattle, are operated by Canada's provincial departments of agriculture.

BREED-TYPE CLASSIFICATION

Canadian Holstein breeders have keen interest in correct type, the body conformation necessary to produce heavily and to maintain such production on a year-after-year basis. This interest has sparked widespread participation in livestock shows and, in the last quarter of the century, the development and refinement of a system of type classification known as selective registration.

It is evident this classification is soundly based — of the 1,315 animals within the breed that have produced at least 150,000 pounds (68,100 kg) of milk in their lifetime, 90 per cent are in the top three classes (excellent, very good and good plus) which contain 47 per cent of the animals classified.

A study of the average production of the animals in the different classes shows the higher the classification the higher the production. The basis for classification is the True Type Model approved by the Holstein-Friesian Association of Canada from which is derived the Score Card allowing 100 points for a perfect animal. The female classes and the point score required out of a possible 100 are as follows:

Class	Points Required	Per Cent Animals Classified
Excellent	90-100	.2
Very Good	85-89	4.5
Good Plus	80-84	42.6
Good	75-79	44.3
Fair	65-74	8.2
Poor	Below 65	.08

In addition to the over-all class and point score, the selective registration report for each animal provides a detailed summary of the conformation of this animal and is arranged so as to lend itself to computer analysis.

A record-setting Holstein-Friesian bull, ABC Reflection Sovereign, has been rated Excellent and Class Extra; was three times All-Canadian Show Bull; was seven times sire of the All-Canadian Get of Sire; was five times sire of the All-American Get of Sire; sire of the All Time All-American Get of Sire; had 18 All-Canadian and 13 Reserve All-Canadian progeny; had 33 Excellent, 81 Very Good, 140 Good Plus, 25 Good and two Fair daughters; had 32 Excellent and 59 Very Good sons. Some 72 of his mature daughters averaged 16,444 pounds (7,458.9 kg) of milk and 616 pounds (279.4 kg) of butterfat for 3.74 per cent.



In type analysis of sires the information available through selective registration is used to pinpoint those bulls that are siring better than average daughters. It is thus possible to use such bulls more widely and to assess their weaknesses as well as their assets. Computers tabulate all the data on the report for each animal and record it under the sire. Thus the type analysis report for each sire lists all the information recorded for his progeny and is a necessary reference for corrective mating. Type analysis reports on any sire with ten or more classified daughters are available from the association.

A bull is recognized as a Superior Type Sire when at least 75 per cent of his first 20 classified daughters are good plus and better — that is good plus, very good or excellent. As the number of classified daughters increases, the percentage requirement is lowered to a minimum of 55 per cent good plus or better on 100 or more daughters. Only a limited number of bulls receive this designation.

Before qualifying as a Superior Production Sire, a bull must have a minimum of 15 daughters who meet certain standards of production. Only about 100 bulls in Canada have been so designated over the years.

The Class Extra Sire is one that simultaneously qualifies as Superior Type and Superior Production Sire. These are rare, with only two or three qualifying each year.

The Star Brood Cow program identifies those females that have made a significant contribution to the breed as brood cows. It is based entirely on the type and production achievements of progeny. A cow becomes a One Star Brood Cow when five points are allotted, a Two Star Brood Cow when ten points are allotted and so on up. The basic requirement for a One Star Brood Cow is that there be at least three good plus progeny and at least three daughters with production records equalling the breed average.

The Holstein-Friesian Association recognizes any production record that is among the record top five in its class or a record production of at least 1,000 pounds (454 kg) butterfat by the award of a Certificate of Superior Production.

A system of awards known as Certificates of Longtime Production is organized by the association. They are presented for six classes with requirements as follows:

Certificate	Lbs (kg) Milk	Lbs (kg) Fat
Red Seal	100,000 (45,400 kg)	3,400 (1,543.6 kg)
Blue Seal	125,000 (56,750 kg)	4,250 (1,928.5 kg)
Silver Seal	150,000 (68,100 kg)	5,100 (2,315.4 kg)
Gold Seal	175,000 (79,450 kg)	5,950 (2,701.3 kg)
Gold Ribbon	200,000 (90,800 kg)	6,800 (3,087.2 kg)

Each year, at the conclusion of the show season, prize-winning animals are nominated for All-Canadian consideration. A panel of judges at the major fairs selects an All-Canadian and Reserve All-Canadian in each class, basing selections on personal observation and photographs.

BREED PUBLICITY

As a service to the breeders, the Holstein-Friesian Association of Canada operates an Extended Pedigree Department. The primary purpose is to provide up-to-date, factual Official Extended Pedigrees. All the available information, both good and bad, is included. These pedigrees are useful to prospective buyers and are usually found in all sales catalogues of purebred stock.

The official communication organ of the association is the Holstein-Friesian Journal published monthly by Donovan Publications, 129 Adelaide Street West, Toronto, Ontario, Canada. The subscription rate is \$2 a year. The Journal provides an excellent medium for association members to keep abreast of the news of the trade, sales, production records and other activities.

About 67 per cent of the purebred Holsteins registered in Canada are the result of artificial insemination. Relations between the association and the artificial insemination units are excellent. These units in Canada were largely organized by the purebred breeders and there has been good co-operation on both sides towards the common goal of breeding better cattle.

Neither the Holstein-Friesian Association of Canada nor its officials are permitted to engage in the buying or selling of cattle. However, the association will put prospective buyers in touch with reputable sales firms.

THE HOLSTEIN-FRIESIAN ASSOCIATION OF CANADA Brantford, Ontario, Canada

ALL-CANADIAN HOLSTEIN-FRIESIAN CLASS LEADERS

MILK			
365 days — Twice-a-day Milking			
		lbs (kg) Milk	lbs (kg) Fat
Mature Class	Agnes Riverdene Magic	37,402 (15,970.5 kg)	1,085 (492.6 kg)
Sr. 4 yr. old class	Popular Pontiac Abbeckerk	28,292 (12,844.5 kg)	1,050 (476.7 kg)
Jr. 4 yr. old class	Flemingdale Reflection Hazel	27,052 (12,281.6 kg)	1,101 (499.9 kg)
Sr. 3 yr. old class	Flemingdale Citation Sadie	28,026 (12,623.8 kg)	1,010 (458.5 kg)
Jr. 3 yr. old class	Elsie Texal	25,929 (11,761.6 kg)	986 (447.6 kg)
Sr. 2 yr. old class	Morwell Jupiter Twinkle	24,784 (11,251.9 kg)	744 (337.8 kg)
Jr. 2 yr. old class	Ajax Colie P	24,439 (11,095.3 kg)	910 (413.1 kg)

ALL-CANADIAN HOLSTEIN-FRIESIAN CLASS LEADERS

305 days — Twice-a-day Milking

Mature Class	Agnes Riverdene Magic	32,764 (14,974.8 kg)	939 (426.3 kg)
Sr. 4 yr. old class	Flemingdale Citation Sadie	26,321 (11,949.7 kg)	907 (411.8 kg)
Jr. 4 yr. old class	Maple Heather Rag Apple Jane	23,812 (10,810.6 kg)	837 (379.9 kg)
Sr. 3 yr. old class	Hawkherst Ajax Colleen	26,967 (12,243.1 kg)	1,001 (454.5 kg)
Jr. 3 yr. old class	Nurseland Sovereign Ernestine	23,015 (10,448.8 kg)	704 (319.6 kg)
Sr. 2 yr. old class	Morwell Jupiter Twinkle	21,254 (9,649.3 kg)	639 (290.1 kg)
Jr. 2 yr. old class	Ajax Colie P	20,992 (9,530.3 kg)	777 (342.7 kg)

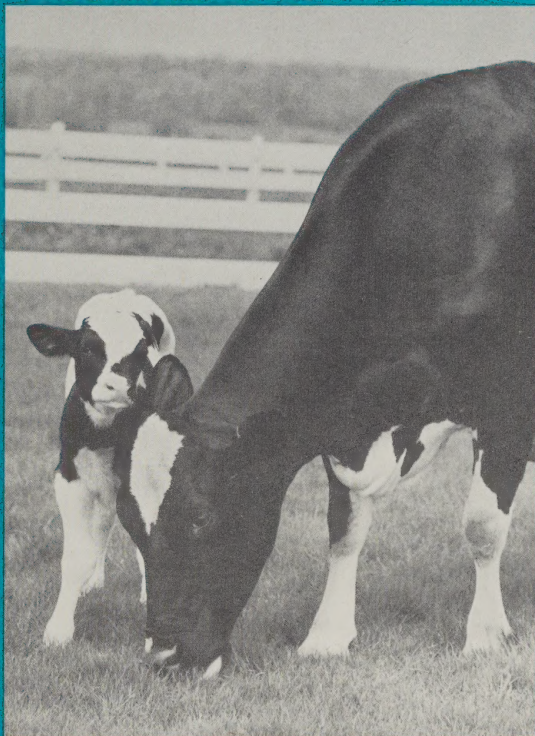
BUTTERFAT

365 days — Twice-a-day Milking

		lbs (kg) Milk	lbs (kg) Fat
Mature Class	Lynnden Hartog Daisy	28,422 (12,903.6 kg)	1,324 (601.1 kg)
Sr. 4 yr. old class	Paulholm Topsy Valiant	24,802 (11,260.1 kg)	1,131 (513.5 kg)
Jr. 4 yr. old class	O.H.H. Abbekerk Darkness	25,711 (11,672.7 kg)	1,139 (517.1 kg)
Sr. 3 yr. old class	Hawkherst Ajax Colleen	27,895 (12,664.3 kg)	1,035 (469.9 kg)
Jr. 3 yr. old class	Ourvilla Princess Phyllis	22,785 (10,244.4 kg)	1,015 (460.8 kg)
Sr. 2 yr. old class	Shadyway Duchess Galaxy	24,593 (11,165.2 kg)	905 (410.5 kg)
Jr. 2 yr. old class	Ajax Colie P	24,439 (11,095.3 kg)	910 (412.8 kg)

305 days — Twice-a-day Milking

Mature Class	Denfield Fond Hope Pansy	22,600 (10,260.4 kg)	1,109 (503.5 kg)
Sr. 4 yr. old class	Lonelm Rag Apple Marjory	23,640 (10,732.6 kg)	974 (440.8 kg)
	Paulholm Topsy Valiant	21,719 (9,859.4 kg)	974 (440.8 kg)
Jr. 4 yr. old class	Flemingdale Reflection Hazel	23,168 (10,518.3 kg)	939 (425.9 kg)
Sr. 3 yr. old class	Hawkherst Ajax Colleen	26,967 (12,243.0 kg)	1,001 (454.0 kg)
Jr. 3 yr. old class	Edgeware Rag Apple Molly	19,220 (8,725.9 kg)	861 (390.5 kg)
Sr. 2 yr. old class	Shadyway Duchess Galaxy	20,860 (9,470.4 kg)	777 (352.5 kg)
Jr. 2 yr. old class	Grahaven Milestone Mona	18,570 (8,430.8 kg)	795 (360.6 kg)



This bull calf, Oak Ridges Reflection Emperor, and its mother, Glenafton Nettie Bonheur Maud, both brought world record prices in recent sales — \$140,000 for the calf and \$42,000 for the cow. Maud twice produced more than 30,000 pounds (13,607 kg) of milk in 365 days and, in eight lactations, produced 188,619 pounds (85,556.1 kg) of milk.

**For further information please contact
the Canadian Trade Office
at this address**

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